Submission to 2022 NSPRA Communication Awards

Social Media Category:  Tech Tuesday

URL: https://www.facebook.com/pnwboces

A great way to ensure that you have consistent engagement from your followers for a social media campaign is by consistently posting on the same day for that campaign every week. The idea we had to execute this for our social media was Tech Tuesday.

Every Tuesday, we highlight a different CTE program offered at the PNW BOCES Tech Center. We use the same template I created for each post, so our followers know instantly what the post will be about. For each post for this campaign, a photo is included of students from whatever program is being highlighted that week and a summary of what the CTE program is and what students learn at the program is also included. We also tag the school districts of the students featured. These school districts will often repost us, which further highlights the students and the programs. It expands our audience and educates students and parents from area school districts about the CTE programs offered at PNW BOCES and helps us bring in more students.

This is especially possible with this campaign because we specifically highlight our programs and provide information and visuals of what it’s like to be a CTE student at PNW BOCES. We get very consistent engagement for each Tech Tuesday post, and the campaign has been a great way for us to educate people about our programs, highlight students, and get more students from area school districts interested in participating in a CTE program at PNW BOCES.
Putnam Northern Westchester Board of Cooperative Educational Services

This Tech Tuesday features Sports Medicine senior Robert Mora, Ossining Union Free School District, who plans to major in Athletic Training in college in the fall. He said that his Career and Technical Education studies in anatomy and medical terminology have really helped prepare him for college. Robert will graduate from the program with nine college credits and national certification in personal training. He is also starting an internship at Solaris Sports Club in Yorktown... See more
This Tech Tuesday highlights the Graphic Design and Digital Photography program, which gives students the design, photography, and technical skills necessary to use the computer as an artist's tool. Students work with Adobe design programs such as Photoshop, Illustrator, and InDesign, and also learn about flexible design using Adobe XD and Dreamweaver. Pictured are Jason Rodriguez, left, and Shaun Alvarez, both from Yorktown. “It doesn't feel like school,” said Shaun of the p... See more
Today’s Tech Tuesday features the Child Development and Education program, where students study child development from birth to early childhood. They learn classroom management skills, how to write lesson plans, how to develop a resume, how to incorporate social/emotional lessons in the classroom, how to run a preschool, how to create developmentally appropriate curriculum, how to teach children with various needs, multiculturalism in the classroom, how to engage parents and ... See more